

## CUSTOMER SATISFACTION AS A MEDIATOR FOR THE INFLUENCER AND WORD OF MOUTH ON ONLINE PURCHASE DECISIONS FOR FASHION PRODUCTS IN DENPASAR CITY

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### Abstract:

This research aims to determine the influence of customer satisfaction in mediating influencers and electronic word of mouth on online purchasing decisions for fashion products in Denpasar City. Data collection was carried out through surveys using questionnaires. The population in this study was adjusted to the analysis model used, namely Partial Least Square, with sample determination using the Hair formula. The sample in this study was 90 respondents from the people of Denpasar City who made online purchases of fashion products. The data analysis technique used is SEM PLS analysis. The research results show that influencers positively and significantly affect customer satisfaction. Influencers have a positive but not significant effect on purchasing decisions. Word of mouth has a positive but insignificant effect on customer satisfaction. Word of mouth has a positive and significant effect on purchasing decisions. Customer satisfaction has a positive and significant effect on purchasing decisions. Customer satisfaction mediates the influence of influencers on purchasing decisions. Customer satisfaction mediates the impact of word of mouth on purchasing decisions.

**Keywords:** Influencers, Word of Mouth, Customer Satisfaction, Purchase Decisions

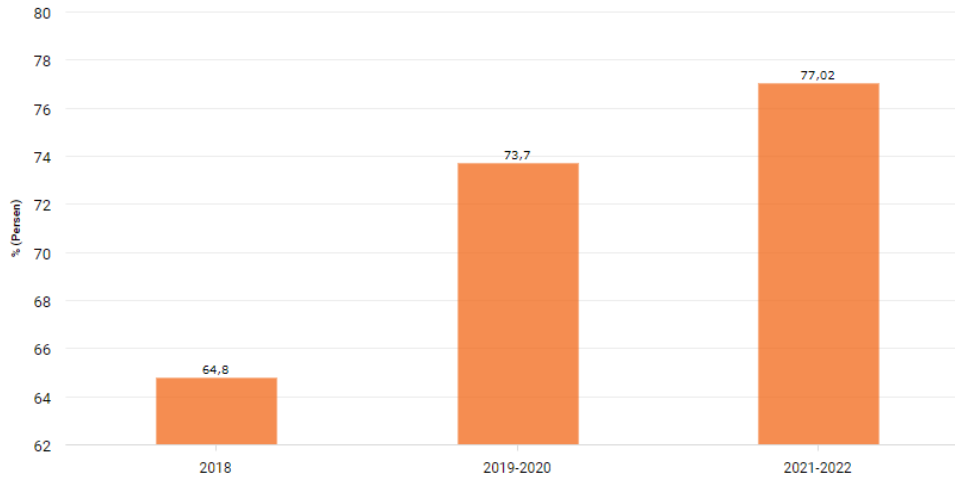
## INTRODUCTION

Internet use in business changed from functioning as a tool for exchanging information in a way electronic become tools for business strategy applications, such as marketing, sales, and service customers. Marketing on the Internet is trending to penetrate various obstacles, limits nations, and without standard rules. In conventional marketing, goods flow in big parties through harbor seas, and containers, distributors, institutions, guarantors, importers, and banking institutions are used. More conventional marketing is involved than marketing via the Internet. Marketing on the Internet is the same as direct marketing, where consumers relate directly with the seller, though the seller is abroad (Subianto & Ferdian, 2011). Internet use has pushed life to become increasingly competitive with increasing use of time efficiency. Technology is vital in utilizing time, and 74 % of people in developed countries are estimated to use the Internet daily (Priansa, 2016).

Problems faced by marketers online include the attitudes of consumers. Considering that attitude consumers have a propensity to buy a product, many marketers online are ready to compete with others who provide convenience in shopping online.



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**Figure 1. A survey conducted by the Association of Indonesian Internet Services Providers (APJII)**

Figure 1 shows a survey conducted by the Association Of Indonesian Internet Services Providers (APJII), which said that year after year, experience enhancement to Internet users. That matters because of the influence of globalization. Based on a survey of Indonesian Internet users in 2018-2022, Internet penetration in Indonesia is increasing from year to year. In 2018, internet penetration in the country reached 64.8%, which rose to 73.7% in 2019-2020. Internet use is still centered on Java Island, with a percentage of 43.92%. Sumatra is in second place with 16.63%. Furthermore, 5.53% of internet usage comes from from Sulawesi, 4.88% came from Kalimantan, 2.71% comes from Nusa Tenggara, 1.38% came from Papua, 1.17% from Bali, and 0.81% from Maluku.

The purchase process started Far after the actual purchase. Marketing must give attention to all levels of the process, not only level decision purchase. Wicaksana (2018) stated that There are five levels to pass through to reach the purchase decision: introduction need, search information, assessment choice, decision purchasing and behavior post-purchase. According to Thamrin and Francis (2015:68), factors that influence a purchase decision are celebrity endorsement, perception price, image brand, quality service, quality products, and advertising. In this research, the variables studied are celebrity endorsement and word of mouth (WOM), a deep WOM category included in the advertisements.

Satisfaction is feeling like or disappointed someone appears Because it compares the perceived performance product (or results) against expectations (Kotler, 2009, p. 139). Its creation of satisfaction customers can benefit; among others, the connection between companies and customers becomes harmonious, giving a reasonable basis for purchase repetition, creating loyal customers, and forming recommendations from profitable word of mouth for the company (Kurniawati et al., 2014). The research gap in this research is the increasing satisfaction customers in using the Internet, where the goal is to shop online by looking at product reviews from every influencer or celebrity endorsement and influence from WOM from Friends, relatives or anyone else where will impact decisions customers' to determine choice buy which product after seeing from various reviews and also suggestions from advertising on WOM (Saputra, 2019).



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Statement This is also supported by related previous research on influencing satisfaction customers to decision purchases made by Putra & Budiono (2023), Ramadhanti & Sukma (2023) and Aprillia & Sukma (2023), which shows that satisfaction customer is influential and significant to decision purchase. This is different from research conducted by Putra & Budiono (2023), Ramadhanti & Sukma (2023) and Satiawan et al. (2023), who stated that satisfaction with customers is not influential and significant to decision purchase. Influencers can influence consumers' purchasing decisions regarding virtual items. In general, consumers get information about A product through source commercials and source information from marketers; an example is advertisements. However, most practical information originates from sources of personal experience from someone who has consumed something product, for example, in this is an influencer (Wahyudi, 2022). Consumers can learn about brand products, Competitors , and features or attributes possessed by each brand from the results evaluation of somebody before deciding to buy a brand product. Convincing and powerful influencers are based on success in marketing or sales (Lisichkova & Othman, 2017). This follows the statement Sendari (2021) quoted in Webster's conclusion that consumers get more trust reviews from third parties, like influencers, than the marketer brand itself.

A statement this is also supported by related previous research influence of influencers on decision purchases carried out by Lengkawati (2021), Prasetya et al. (2021), Wiliana et al. (2020), Afandi (2021), Sumarga et al (2022), Nisa (2019), Shadrina & Sulistyanto (2022), Pratiwi & Pratikha (2021) and Amalia & Putri (2019) which shows that influencers are influential significant to decision purchase. Different from the results of research conducted by Wahyudi (2022), Pratiwi et al. (2022) and Halim (2020) stated that influencers are not influential and significant in decision purchases. Word of mouth is also considered a factor in deciding the purchase. According to Kotler (2017), word of mouth influences buying decisions because of satisfaction with products, goods, or services. Based on the meaning above, it is possible to interpret that because it spreads information from one person to another and is recommended by trusted people around them who have already bought and feel products distributed (Rorlen et al., 2023). Putra & Budiono (2023) revealed that word-of-mouth communication is a type of communication that occurs in a way that is personal between customers or member groups. Word of mouth obtained by customers through trusted people, such as experts, friends, or family, tends to be accepted faster.

Statement This is also supported by related previous research the influence of word of mouth on decision purchases made by Rorlen et al (2023), Putri & Bambang (2022), Nisa (2022), Arif (2021), Ningsi & Ekowati (2021), Putra & Budiono (2023) and Aprillia & Sukma (2023) which shows that word of mouth has an influence significant to decision purchase. This differs from the results of research conducted by Ramadhani and Sukma (2023), which states that word of mouth could be more influential, positive, and significant in deciding to purchase.

Based on the description above and also the gap phenomenon that occurs in every Internet use the year increase from 2018 to 2022, it can seen that the development of public use of the Internet increasingly increasing means something that Today's society is dependent on Today's Internet technology (Laksmi et al., 2023). Apart from that, it is also increasing development. Internet technology is increasingly making it easy to do something, such as purchasing clothing, food, and shelter. In this research, a study was taken regarding the need for the public to buy fashion clothing products; the development of Internet technology is increasingly making society more accessible and more practical in shops without needing to visit shops and search shops to buy clothes (Laksmi et al., 2023). People should be able to choose trusted shops to get good products because with increasing development, Internet technology will also cause an impact, such as fraud. Therefore, the



society , Denpasar City, must be able to look for information about the shop and the results of the product shop from influencers who have already been there to buy products and also relatives closest to where it says as word of mouth in knowledge management.

**Purchase Intention.** According to Herdinata et al. (2017), decision purchase means a return involving decision determination. A choice to purchase a product or visible service is a process of some stages in a process approach solution consisting of problems from introduction, looking for information, some alternative value, creating decision buying, and behavior after buying through the consumer. The purchase process started Far after the actual purchase. Marketing must give attention to all levels of the process, not only level decision purchase. Wicaksana (2018) stated five levels to pass when deciding on a purchase: introduction need, search information, assessment choice, decision purchasing, and behavior post-purchase.

Decision indicators purchase According to Tjiptono (2018:232), This research uses five indicators to determine decision purchases made from 1) the Quality of the Product, 2) the Habit Of buying the product, 3) Giving Recommendations to Other People, 4) Search Information about Product; 4) Do purchase.

**Satisfaction Customer.** Satisfaction No will once stop at one point and move dynamically to follow the quality of its products and services with growing expectations in mind by consumers. Buyer expectations are influenced by experience, purchasing them beforehand, advising friends and colleagues, and promises and information marketers and their competitors, Palilati (2007). According to Tjiptono (2019), satisfaction with a customer is an effort to do something or make it Enough. To what extent does the product fulfill or surpass the hope consumer factor they recommend to others? Satisfaction customers are the results customers perceive after using, utilizing, or owning a product/service. If the product/service fulfills or exceeds customers' hopes, ultimately, the customer will feel happy and satisfied, Supangkat (2020). Satisfaction with customers is an assessment process whole from the perceived difference between previous expectations and actual consumption, Han and Ryu (20019). Sharma (2015) stated that satisfaction is feeling like or like someone's resulting disappointment from comparing perceived performance products to his hopes. Particular transaction and cumulative are two different conceptualizations of satisfaction customers. Supangkat et al. (2020), in their study research satisfaction customers at a coffee shop Stopped in Malang, took measurements of satisfaction customers by using several indicators that are: 1) Satisfaction with the product, 2) Purchase of the product, 3) Recommendation, 4) Suitability hope.

**Influencers.** Apart from promotions carried out by the company, external parties can influence one of the customers, who are influencers. Influencers are individuals or someone who can influence decisions to buy by providing explanations, definitions, and specification products, as well as information about the assessment of other items so consumers can make decision better purchases (Wahyudi, 2022). Influencer marketing is the process of identifying and activating individuals who influence the target audience specifically to be part of campaign products to enhance reach, sales, and relationships with consumers. Applicable individuals as influencers are usually capable of moving their desires and needs to the public as target consumers, i.e., How they choose a product To use to fulfill their needs (Lengkawati & Saputra, 2021). Shadrina & Sulistyanto (2022), in studies research profile individual an influencer can develop through dimensions as follows: 1) Credibility, 2) Trust, 3) Authenticity, 4) Charisma.

**Word Of Mouth.** Word of Mouth is the best marketing strategy without emitting lots of money for marketing consumers by spreading existing information from mouth to mouth. According to Priansa (2017), word of mouth is information on a brand, something, product or service based on

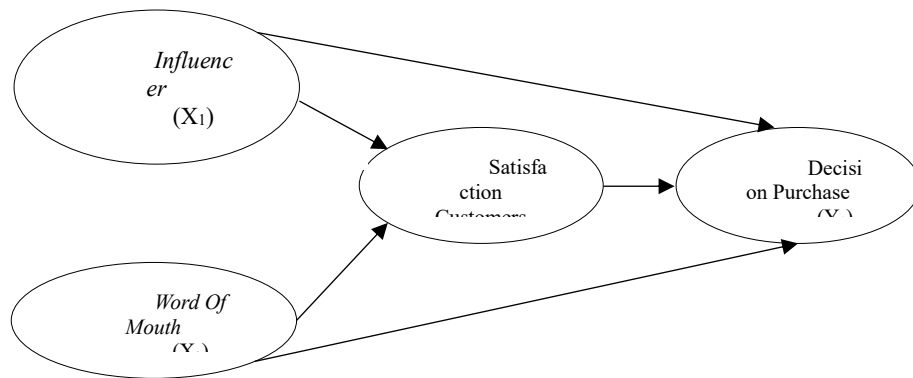


satisfaction received from one customer to another. In the meaning of something, information about something brand is distributed from person to person and can form activity marketing to the brand being discussed. Word of Mouth dramatically influences consumers' purchase decisions (Rorlen et al., 2023). It was found that word of mouth also negatively and positively impacted decision purchasing. Based on the theory above, marketing can be formed without the brand itself. If consumers like a brand, they will spread information about it and promote it for free because they already like it, so more and more information is spread to consumers through mouth-to-mouth.

**Hypothesis**

- H1: Influencer influential, positive, and significant to satisfaction customer.
- H2: Influencers influential, positive, and significant to decision purchase.
- H3: Word of mouth is influential, positive, and significant to the satisfaction of customers.
- H4: Word of mouth is influential, positive, and significant in purchasing.
- H5: Satisfaction with customers is influential, positive, and significant in making a purchase.
- H6: Satisfaction, customer, mediate influence on decision purchase.
- H7: Satisfaction, customer, and mediation influence word of mouth to purchase decisions.

Framework conceptual research is described as follows:



**Figure 2. Framework Research Thinking**

**METHODS**

This research was conducted in the Denpasar city area because the growth industry tourism on the island of Bali is encouraging the city of Denpasar to become a center of activity business and put this city as areas that have per capita income and growth high in the province (Denpasar Kota.go.id, 2020). Apart from that, the population is so crowded, and shopping for Fashion products is also one of the methods to fulfill a need without having to spend time commuting to shops and going straight to the location shopping (Trisnadewi & Ekawati, 2017). The scope of this research includes the behavior of consumers who shop online fashion products using social media. This study's respondents are people who shop online for fashion products in Denpasar City. The criteria set for respondents can give an accurate answer to the statement questionnaire about active society uses of social media. Determination of the minimum sample in this study refers to the statement Hair et al. (2010) use: the minimum sample size is 10 times the indicator. In this study, 18 indicators were used in a sample of 5 times the number of indicators. So, of the respondents who were taken



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in the research, there were 18 indicators x 5, namely 90 respondents. The data collection method used was a survey using a questionnaire. Item statements are measured with a Likert scale using five numbers: 1 (very not agree) to 5 (strongly agree). Data analysis techniques used are inferential analysis to analyze the connectedness between the variables studied in this research: influencers, word of mouth, customer satisfaction, and purchase decisions.

## RESULT AND DISCUSSION

**Validity and Reliability Test.** The validity test results are shown in Table 1, which shows that the item value generated by the influencer construct, word of mouth, satisfaction customers, and decision purchase has met the convergent validity standard value because the loading factor value is more significant than 0.5. Thus, the 18 construct indicators used in the research are valid.

**Table 1.** Validity Test Results

No	Variable	Question Items	Total Item Correlation	Significance	Information
1	Influencers	X <sub>1,1</sub> (Recommendation)	0.620	Significant	Valid
		X <sub>1,2</sub> (Trust)	0.806	Significant	Valid
		X <sub>1,3</sub> (Information)	0.774	Significant	Valid
		X <sub>1,4</sub> (Popularity)	0.872	Significant	Valid
2	Word Of Mouth	X <sub>2,1</sub> (Rating)	0.670	Significant	Valid
		X <sub>2,2</sub> (Review)	0.745	Significant	Valid
		X <sub>2,3</sub> (Reliable)	0.760	Significant	Valid
		X <sub>2,4</sub> (Information)	0.661	Significant	Valid
		X <sub>2,5</sub> (Classification)	0.712	Significant	Valid
3	Satisfaction Customer	Y <sub>2,1</sub> (Comfortable)	0.659	Significant	Valid
		Y <sub>2,2</sub> (Subscription)	0.766	Significant	Valid
		Y <sub>2,3</sub> (Recommendation)	0.714	Significant	Valid
		Y <sub>2,4</sub> (Expectation)	0.760	Significant	Valid
4	Purchase decision	Y <sub>1,1</sub> (Affordable)	0.540	Significant	Valid
		Y <sub>1,2</sub> (Habit)	0.774	Significant	Valid
		Y <sub>1,3</sub> (Useful)	0.726	Significant	Valid
		Y <sub>1,4</sub> (Information)	0.732	Significant	Valid
		Y <sub>1,5</sub> (Purchase Repeat)	0.685	Significant	Valid

The reliability test results in Table 2 mark Cronbach's Alpha. The research results show that The CR value of each construct is equal to and above 0.6. This is meaningful because all indicators consistently reflect the same latent construct.

**Table 2.** Reliability Test Results

No	Variable	Cronbach's Alpha	Information
1	Influencers	0.755	Reliable
2	Word Of Mouth	0.756	Reliable
3	Satisfaction Customer	0.700	Reliable
4	Purchase decision	0.731	Reliable



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**Hypothesis testing.** The significance of the path and test results is shown in Table 3. The first test shows  $H_1$ , where the influencers influence the influencers and are favorable to satisfied customers, with a significance of 0.000, so the connection is at the 0.001 level.  $H_2$  rejected the idea that influencers influence and favor decision-making and relationships. The No significance at the 0.001 level.  $H_3$  rejected the idea that word of mouth is influential in satisfying customers and that relationships have no significance at the 0.001 level.  $H_4$  accepted that word of mouth had influential positive significance in decision-making and that relationships were significant at the 0.001 level.  $H_5$  accepted that satisfaction is customer influential and positive to decision purchases, and relationships are significant at the 0.003 level. On testing, mediation explained that satisfaction customer mediates part influence influencers to decision purchase, so  $H_6$  accepted. Furthermore, customer satisfaction mediates part and influences word of mouth to decision purchases, so  $H_7$  accepted.

R-value <sup>2</sup> satisfaction customer of 0.292. Based on the criteria, the model includes moderate model criteria, meaning variation influencers and word of mouth explain satisfaction customers amounting to 29.2 percent, the remaining 70.8 percent explained by variations in other variables outside the model. Whereas decision purchase own R-value <sup>2</sup> of 0.368 or including the moderate model, meaning variation influencers, word of mouth, and satisfaction customer capable explain variation decision purchase amounting to 36.8 percent the remaining 63.2 percent explained by variation other constructs outside the model. Meanwhile, Q value two, obtained of 0.552, means the global model results estimate, including in criteria strong, is 55.2 percent variation endogenous constructs can be predicted by variation construct exogenous.

**Table 3. Hypothesis Test Results**

Construct	Path Coefficient	P value	Information
Influencer -> Customer Satisfaction	0.491	0,000	Significant
Influencer -> Purchase Decision	0.170	0.061	Not significant
Customer Satisfaction -> Purchase Decision	0.325	0.003	Significant
Word of Mouth -> Customer Satisfaction	0.104	0.350	Not significant
Word of Mouth -> Purchase Decision	0.285	0,000	Significant
Influencers -> Satisfaction Customer - > Decision Purchase	0,230	0,000	Partial Mediation
Word Of Mouth -> Satisfaction Customer - > Decision Purchase	0.330	0, 001	Partial Mediation
R <sup>2</sup> Satisfaction Customer: 0.292			
R <sup>2</sup> Purchase Decision: 0.368			
Q <sup>2</sup> : 0.552			

The influence analysis results on satisfaction show that influencers are influential, positive, and significant to the satisfaction of customers. This is reflected in path analysis results concerning the significance at the 0.000 level < 0.05 because the statistical value is more significant by 1.96, i.e., amounting to 5,586. This means influencers' influence in promoting something product increases customer satisfaction by shopping online. Supporter celebrities are seen as an excellent way to promote physical activity; therefore, they are seen as a source of positive emotion among consumers. When celebrity endorsers promote a product, consumers tend to buy the product in question. This



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explains that the more influencers aggressively upload content and convey messages and data to online media clients, the more they will succeed in convincing objective purchases between web-based media clients.

Meanwhile, messages and information in content marketing uploaded on online social media platforms such as Instagram, Facebook, Youtube and TikTok by social media influencers are more credible and capable of being trusted than sponsored advertisements. Most consumers intend to buy products social media influencers recommend (because often, 2019). This makes influencers one of those who strongly influence satisfied customers. The results of this research are the results of research conducted by the authors Nurvajri et al. (2022), Nurhardiyanti (2022), Kumar et al. (2019), Azhari and Tjahjaningsih (2023) who stated that influencers are influential positive and significant to satisfaction customers and also research conducted by Ismawati & Rizal (2023) influential celebrity endorsements significant to satisfaction customer.

The analysis of influencers' influence on decision purchases shows that influencers are influential and positive. However, they have no significance to the decision to purchase. This is reflected in the path analysis results concerning the No significance at the level of  $0.061 > 0.05$  because the statistical value is smaller than 1.96, i.e., amounting to 1.876. Connection positive means the better the influencer explains something product, so the decision to purchase will increase. However, nothing happened.

Applicable individuals as influencers are usually capable of moving the desires and needs of the public as target consumers, i.e., How they choose something product to fulfill their needs. Attractiveness makes an influencer, and it can become part of a promotional strategy in marketing or currently frequent . We hear with predicate as a marketing influencer. Influencer marketing is what it comes down to. In the end, expectations can increase the sale of some products by influencing the public as target consumers in matters of how they behave in increasing satisfaction customers in buy A product. So from matter, the impact of influencers on satisfaction is huge clientele because by giving influence about products desired by consumers, consumers will feel more satisfied with the product they chose. This research is different from previous research, namely Lengkawati (2021), Prasetya et al. (2021), Wiliana et al. (2020), Afandi (2021) and Sumarga et al. (2022), which shows that influencers are influential positive and significant to decision purchase.

Based on the analysis of the influence of word of mouth on satisfaction, customers show that word of mouth has a positive and insignificant influence on satisfaction. This is reflected by path analysis results connected to the significance at the 0.350 level  $> 0.05$  because the statistical value is smaller than 1.96, which is 0.935. Connection positive means the better word of mouth, the more satisfaction customers will increase. Perceived word of mouth is seen as a more trustworthy or reliable source than information from nonpersonal influences , influencing customer satisfaction and forming positive word of mouth. A company gets candidate satisfaction and customer return. Word of Mouth is one form of promotion that consumers carry out to convey and inform other consumers about their experience after consuming or using a product or service. Suitable word-of-mouth variables impact customer satisfaction; word of mouth has been done by finding that innovation to deliver a review or give a good review has a good effect on the candidate consumer as it feels. This Mouth process frequently happens Because people spend days with each other talking, where they mutually exchange thoughts, opinions and comments, swap information, and communication processes with others . This could be a sign that the consumer is satisfied with the product he purchased, so the consumer wants to inform product it to consumers others. The results of this study are different from the research conducted by Sugiyanto & Maryanto (2021), Damayanti & Wasino





(2023), Fajarudin et al. (2023) and Melyana et al. (2023), who stated that word of mouth has an influence positive and significant to satisfaction customer.

The analysis of the influence of word of mouth on decision-making shows that word of mouth significantly affects decision-making. This is reflected by path analysis results connected to the significance at the 0.000 level  $< 0.05$  because the statistical value is more significant than 1.96, which is 3.681. Connection positive: The better the word of mouth, the more decisions to purchase will increase. Word of mouth facilitates conversation about brands, goods, and services by giving consumers something to talk about. Companies take advantage of triggers that drive interest in consumers to talk about experiences with others to ensure smooth workflow. To sell lots of products, the business must identify pleased customers and be satisfied with the purchase so that they are willing to suggest it to others, which is a possibility for them to make their purchases. Therefore, the impact of word of mouth on a decision is a massive purchase because it can consumer influence from mouth to mouth, or you could say that someone he knows already bought something with the same product then, which can influence consumers to buy. The results of this research are in line with research conducted by Rorlen et al. (2023), Putri & Bambang (2022), Nisa (2022), Arif (2021), Ningsi & Ekowati (2021), which shows that word of mouth has an influence significant to decision purchase.

Based on the influence analysis results, satisfaction customers' decision purchase shows that satisfaction customers' influences are positive and significant in decision purchase. This is reflected by path analysis results connected to the significance at the 0.003 level  $< 0.05$  because the statistical value is more significant than 1.96, which is 2.952. Connection positive means the better the satisfaction customer so decision purchase will increase. Customer satisfaction can seen, obtained, and assessed by someone consumer through a service product that is quality quality from the product. A consumer will feel satisfied if the price and quality are offered at a friendly price and are easy to obtain. Satisfaction customers have a different concept. In general, satisfaction consumer can associated with feelings of pleasure, satisfaction, and joy in using products. Consumers will feel satisfied if goods or services are consumed and they have the desired acceptance. Based on the matter above, customer satisfaction significantly impacts their decision to purchase because consumers already feel satisfied with what they want, which increases their decision to purchase. The results of this research are in line with research conducted by Cesariana (2022), Marpaung & Mekaniwati (2020), Hidayat (2015), and Lionarto et al. (2022) which shows that satisfaction among customers is influential and significant in decision purchases.

For roles mediation satisfaction customer on influencer relationship to decision purchase, show that connection No direct between influencers and decision purchase through satisfaction customer is as follows: relationships between influencers and satisfaction customer are significant, so is the relationship between satisfaction customer to decision purchases is also significant. In another party, the connection between influencers and decision purchase without satisfaction also shows significance; satisfaction customers mediate between influencers and decision purchase. This means that satisfied customers only explain part of the reason why influencers are influential in decision-making. Other possible factors can explain this influence.

The results of this research support previous research conducted by Satiawan et al. (2023), Nisa (2019) and Shadrina & Sulistyanto (2022), who show that satisfaction among customers mediates the influence of influencers on decision purchase.

For roles mediation satisfaction customer on word of mouth relationship to decision purchase, show that connection No direct between word of mouth against decision purchase through



satisfaction customer is as following: relationships between word of mouth against satisfaction customer is significant, so is the relationship between satisfaction customer to decision purchase significant. In another party, the connection between word of mouth and the decision to purchase without satisfaction also shows significance, and the satisfaction of customers is a mediation part between the word of mouth and the decision to purchase. The meaning of satisfaction customer only explains part of the reason why word of mouth matters in decision purchase. Other possible factors can explain this influence. The results of this research support previous research conducted by Putra & Budiono (2023), Ramadhanti & Sukma (2023) and Aprillia & Sukma (2023), which stated that satisfaction among customers mediates the influence of word of mouth on decision purchase.

## CONCLUSION

Based on the discussion of the results, the withdrawn conclusion is as follows: Influencers are influential, positive and significant to customer satisfaction. Influencers are influential and positive. However, they are not significant to decision-making. Word of mouth is influential, positive, and insignificant against satisfaction customers. Word of mouth is influential, positive, and significant against decision purchase. Satisfaction with customers is influential, positive, and significant in making a purchase. Satisfaction customers mediate between influence influencers and decision purchase.

Satisfaction customers mediate between influence word of mouth decision purchase.

After studying, analyzing, discussing and coming to interesting conclusions, the writer gives some suggestions that can be used to determine future policy. For companies Influencers On construction influencer, two indicators have mark below the average score that is an influencer makes a recommendation only if he or she is confident in the product and uses it in everyday life ( $X_{1.1}$ ) of 3.96 and an Influencer can be an ordinary person whose reputation and popularity is built on their social media activities ( $X_{1.4}$ ) of 2.39. Advice on what to do is needed so that influencers can recommend suitable products. They are not the only ones he needs, just will, but they can indeed be helpful for customers and add popularity on social media.

In the word-of-mouth construct, two indicators have values below the average score. Namely, I shop for fashion products online because the information is reliable ( $X_{2.4}$ ) of 4.21, and the online shop understands the classification of fashion products so that the products from that company are more attractive ( $X_{2.5}$ ) at 4.05. Online fashion product stores can provide accurate information to draw customer decisions, including information about promotions and other products, and can also classify products according to customer needs. In the Customer Satisfaction construct, one indicator is below the average score. Namely, I always feel satisfied when buying fashion products online because they meet expectations ( $Y_{2.4}$ ) of 3.87. Product stores should be able to send goods that match their quality not to disappoint customers and make customers confident to buy again.

In the purchasing decision construct, two indicators have values below the average score, namely, I am used to buying fashion products on social media ( $Y_{1.2}$ ) of 4.02 and the indicator I feel like continuing to shop for fashion products online in the future ( $Y_{1.5}$ ) of 3.94. Product stores should always make something enjoyable to attract customers to continue shopping online with free, cheap shipping or discounted prices on certain days, which can be promoted through influencers. Further research can add alternatives influencing construct decision purchase, like trust, satisfaction, and



quality service, as well as multiple references related to research. It also adds or expands the research location, not only one (1) place, to produce more valid data.

This research, of course, has its limitations. The research results are based on several variables. This research uses four variables: influencers, word of mouth, customer satisfaction, and purchasing decisions. At the same time, other important research variables are not used in this research. Regarding the answers given by respondents to the question items in the questionnaire in this research, the answers given by respondents will be significantly influenced by the character, condition and understanding of each respondent when answering the questionnaire questions. Respondents may answer the questions. Does not correspond to facts. Further research can analyze factors other than influencers and word of mouth influencing purchasing decisions, such as marketing mix, trust, or perceived value. You can also use qualitative methods to deepen the research results.

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